

## Going Bananas Campaign – Campaign Feedback

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### Portals, Overton Mill

#### Mill Update:

The update and near conclusion of our campaign at Portals Overton:

1) Pre-launch of campaign involved the setting up of the Going Bananas Team for a brain storming session to see how we would like the campaign to progress until the 31st March 2003.

2) Campaign started once we had set up our own website on the internal Intranet, we designed our own logo which was placed on the front screen of the intranet, this enabled us to get the maximum coverage across the whole site. A link was attached to get you to our own website.

3) We established where on the site we had previously incurred an STF accident and placed the sticky BANANAS logo in that spot, we then set a date in November to remove all the BANANAS so that if employees should see another banana after this date then we would have had another accident. A brief statement was placed on all Information Centers across the site explaining what the campaign was all about. On our website we created a map of the site, on this page we fortunately only had and do have up to this point, 2 instances of STF, we put a banana on the map with a pop up box which gave the details of the location and accident. It remains very boring but the concept was fantastic and we very pleased with our results. Neither accident resulted in lost time.

4) Christmas is fast approaching and we organize a GOING BANANAS children's competition, this is open to all employees children. Yet again we manage to keep the momentum of the campaign well in the minds of all employees on site. Top prize of £100.00 worth of ToysRus gift vouchers and 2x£50.00/3x£20.00/3x£10.00 and a £5.00 gift voucher for all entries. Great response to the competition, we post all winning entries on our website so that they are down-loadable and can be placed on Information Centers and mill notice boards.

5) We incorporate another initiative on site to place shadow boards with correct cleaning items on them, and improve our signage significantly to increase employees awareness of the dangers around them. This was received very well as good housekeeping will decrease the amount of STF accidents significantly.

There were 4 sections to the website which incorporated information regarding the campaign, the competition link, links to other relevant safety sites incorporating paper and a comments link which employees could use to send in ideas or comments regarding the campaign, we received quite a few comments which was very encouraging but most of all was the amount of hits the site got. We have managed to beat all previous records so we know the campaign has been very worth while, I think this may well have something to do with the BANANAS.

As a parting shot, we at Portals would like to thank you for bringing this campaign to our attention. It has been most enjoyable for me to coordinate the campaign at this end, and I would like to thank all the team here for making the campaign a success at this site, it was welcomed and taken aboard from the bottom to the top, without everyone's involvement over the past months we would not have been able to achieve the things we have to date.

Snowy Brown - Campaign Coordinator